

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
307874-1	09/23/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Bogdanoff / Republican / Se	Ellyn Bogdanoff Campaign	370

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
919 Prince Street
Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
09/07/12 - 09/23/12	307874	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
1	09/07/12	09/07/12	M-F 6-7a	6-7a	----1--	:30	1	\$400.00	NM																																																																						
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Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	370	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/10/12	09/14/12	M-F 7-9a	7-9a	1-211--	:30	5	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-211-- 5 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/10/12 8:43 AM M-F 7-9a 7-9a :30 Ebogdanoffintview30H \$750.00 NM 3 WPTV W 09/12/12 7:22 AM M-F 7-9a 7-9a :30 Ebogdanoffintview30H \$750.00 NM 2 WPTV W 09/12/12 8:44 AM M-F 7-9a 7-9a :30 Ebogdanoffintview30H \$750.00 NM 4 WPTV Th 09/13/12 8:29 AM M-F 7-9a 7-9a :30 Ebogdanoffintview30H \$750.00 NM 5 WPTV F 09/14/12 8:29 AM M-F 7-9a 7-9a :30 Ebogdanoffintview30H \$750.00 NM									
6	09/07/12	09/07/12	M-F 7-9a	7-9a	----1--	:30	1	\$400.00	NM
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Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-121-- 5 \$125.00									
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12	09/07/12	09/07/12	M-F 12n-1p	12-1p	----1--	:30	1	\$125.00	NM
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13	09/17/12	09/23/12	M-F 530-6p	530-6p	1111---	:30	4	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1111--- 4 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/17/12 5:42 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$425.00 NM 2 WPTV Tu 09/18/12 5:53 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$425.00 NM 3 WPTV W 09/19/12 5:37 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$425.00 NM 4 WPTV Th 09/20/12 5:42 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$425.00 NM									
14	09/10/12	09/14/12	M-F 530-6p	530-6p	2-111--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 2-111-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/10/12 5:37 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$500.00 NM 2 WPTV M 09/10/12 5:53 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$500.00 NM 3 WPTV W 09/12/12 5:42 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$500.00 NM 4 WPTV Th 09/13/12 5:54 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$500.00 NM 5 WPTV F 09/14/12 5:37 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$500.00 NM									
15	09/07/12	09/07/12	M-F 530-6p	530-6p	----1--	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 09/07/12 5:38 PM M-F 530-6p 530-6p :30 Ebogdanoffintview30H \$425.00 NM									
16	09/17/12	09/23/12	M-F 6-630p	6-630p	1111---	:30	4	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1111--- 4 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/17/12 6:13 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 2 WPTV Tu 09/18/12 6:23 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 3 WPTV W 09/19/12 6:29 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 4 WPTV Th 09/20/12 6:14 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
307874-1	09/23/12	September 2012	08/27/12 - 09/23/12

Advertiser	Product	Estimate Number
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	370

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/10/12	09/14/12	M-F 6-630p	6-630p	1-112--	:30	5	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-112-- 5 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/10/12 6:23 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 3 WPTV W 09/12/12 6:27 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 4 WPTV Th 09/13/12 6:24 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 5 WPTV F 09/14/12 6:08 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM 2 WPTV F 09/14/12 6:27 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM									
18	09/07/12	09/07/12	M-F 6-630p	6-630p	----1--	:30	1	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 09/07/12 6:12 PM M-F 6-630p 6-630p :30 Ebogdanoffintview30H \$525.00 NM									
19	09/17/12	09/23/12	M-F 11-1135p	11-1135p	1111---	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1111--- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/17/12 11:32 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$600.00 NM 2 WPTV Tu 09/18/12 11:23 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$600.00 NM 3 WPTV W 09/19/12 11:29 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$600.00 NM 4 WPTV Th 09/20/12 11:29 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$600.00 NM									
20	09/10/12	09/14/12	M-F 11-1135p	11-1135p	1-211--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-211-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 09/10/12 11:33 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM 3 WPTV W 09/12/12 11:12 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM 2 WPTV W 09/12/12 11:32 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM 4 WPTV Th 09/13/12 11:29 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM 5 WPTV F 09/14/12 11:31 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM									
21	09/07/12	09/07/12	M-F 11-1135p	11-1135p	----1--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 09/07/12 11:28 PM M-F 11-1135p 11-1135p :30 Ebogdanoffintview30H \$500.00 NM									
22	09/10/12	09/16/12	Su 7-8a	7-8a	-----S	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----S 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/16/12 7:37 AM Su 7-8a 7-8a :30 Ebogdanoffintview30H \$150.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
307874-1	09/23/12	September 2012	08/27/12 - 09/23/12

Advertiser	Product	Estimate Number
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	370

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	09/07/12	09/09/12	Su 7-8a	7-8a	-----S	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/09/12 7:15 AM Su 7-8a 7-8a :30 Ebogdanoffintview30H \$150.00 NM									
24	09/10/12	09/16/12	Su 8-9a	8-9a	-----S	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----S 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/16/12 8:58 AM Su 8-9a 8-9a :30 Ebogdanoffintview30H \$550.00 NM									
25	09/07/12	09/09/12	Su 8-9a	8-9a	-----S	:30	1	\$550.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/09/12 8:25 AM Su 8-9a 8-9a :30 Ebogdanoffintview30H \$550.00 NM									
26	09/10/12	09/16/12	Su 10-1030a	10-1030a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----S 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/16/12 10:24 AM Su 10-1030a 10-1030a :30 Ebogdanoffintview30H \$200.00 NM									
27	09/07/12	09/09/12	Su 10-1030a	10-1030a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/09/12 10:14 AM Su 10-1030a 10-1030a :30 Ebogdanoffintview30H \$200.00 NM									
28	09/10/12	09/16/12	Su 6p	6-630p	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----S 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/16/12 Su 6p 6-630p :00 \$300.00 NM See MG 28.2,28.3 2 WPTV Su 09/23/12 6:26 AM Su 6-7a 6-7a :30 Ebogdanoffintview30H \$100.00 NM MG for 28.1 09/16 3 WPTV Su 09/23/12 10:26 AM Su 10-1030a 10-1030a :30 Ebogdanoffintview30H \$200.00 NM MG for 28.1 09/16									
29	09/07/12	09/09/12	Su 6p	6-630p	-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/09/12 6:28 PM Su 6p 6-630p :30 Ebogdanoffintview30H \$400.00 NM									
30	09/10/12	09/16/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 09/16/12 11:58 PM 1130p-12x After NFL 1130p-1205a :30 Ebogdanoffintview30H \$600.00 NM									

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Advertiser	Product	Estimate Number
Bogdanoff / Republican / S	Ellyn Bogdanoff Campaign	370

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	09/07/12	09/09/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S 1 \$600.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su 09/09/12 12:09 AM 1130p-12x After NFL 1130p-1205a :30 Ebogdanoffintview30H \$600.00 NM									
32	09/12/12	09/14/12	M-F 7-730p	7-730p	--WTF--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 --WTF-- 1 \$500.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV F 09/14/12 7:18 PM M-F 7-730p 7-730p :30 Ebogdanoffintview30H \$500.00 NM									
33	09/12/12	09/14/12	M-F 4p-5p	4-5p	--WTF--	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 --WTF-- 1 \$275.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV W 09/12/12 4:37 PM M-F 4p-5p 4-5p :30 Ebogdanoffintview30H \$275.00 NM									

Total Spots **79** Gross Total **\$38,725.00**

Payment Terms 30 Days

Agency Commission **\$5,808.75**

Net Amount Due **\$32,916.25**